

Destination Marketing Committee Meeting

May 24, 2018, 12:00 p.m.

Visitor Information Centre

In attendance: Herb Jaques, Don Dunnigan, Darcie Thomson, Crystal Krost, Trent Allen, Danny Halpin (Chairperson), Terry McKellep

1. Call to order: The meeting was called to order at 12:06 p.m.
2. Adoption of the agenda: The agenda was adopted as presented. Moved by Crystal, seconded by Herb, all in favor and carried.
3. Adoption of minutes: The minutes of the April 26, 2018, meeting were adopted as presented. Moved by Don, seconded by Crystal, all in favor and carried.
4. Old Business

4.1. Tabled Items

4.1.1. Final report MTEC training: The final report for the MTEC training was discussed. A brief discussion was held on the idea of a division of costs with outside organizations taking part in events in the future. After discussion the final report was approved.

MOTION: That the MTEC training final report be accepted as presented. Moved by Don, seconded by Darcie, all in favor and carried.

4.1.2. Final report Kinsmen Club: The final report for the Kinsmen Club's Kin Centre renewal project was discussed. Trent and Danny declared conflict and abstained from the discussion. After discussion the final report was approved.

MOTION: That the Kinsmen Club final report for the Kin Centre renewal project be accept as presented. Moved by Crystal, seconded by Don, all in favor and carried.

4.1.3. Spraypark Application: Word was received the Town of The Pas had agreed to assume the maintenance of operating costs for the spraypark once it is built. As this was the lone requirement the Destination Marketing Committee had prior to deliberating on approval of grant funding discussion was held on the request made earlier in the year by The Pas Families Building a Better Community (TPFBBC).

Crystal stated that while the request originally was for between \$50,000 and \$100,000, TPFBBC had since expressed a willingness to reduce their request to \$25,000 and still be able to have the project completed within 12 months. Don stated concern that the lower funding could mean the project is being done to get off the ground and will be expanded upon in the future. He expressed his desire to see the project not be repeatedly brought forward for funding every year. Following the discussion it was agreed to provide TPFBBC funding in the amount of \$25,000

MOTION: That the Destination Marketing Committee approve a grant of \$25,000 to The Pas Families Building a Better Community for the establishment of a spraypark within The Pas. Moved by Don, seconded by Crystal, all in favor and carried.

5. New Business

5.1. Relationship between DMC and CDC for coordinator position (agenda item 5.2 Formal agreement between DMC and CDC was combined under this item): Concern was expressed over the amount of time the Economic Development Director & Destination Marketing Coordinator was spending working on The Pas Community Development Corporation (TPCDC) activities versus the Destination Marketing Committee (DMC) activities. Several board members expressed this concern. Don questioned if it was a matter of needing a better work plan and more follow through to ensure it is being followed and not deviated from.

The memorandum of understanding (MOU) that was part of agenda item 5.2 was also discussed and Herb felt the topics of tourism and time allocation between TPCDC and DMC were not specified in the MOU. It was agreed there could be more detail on this in the MOU and it was asked that an amendment be made to more clearly detail how time between TPCDC and DMC is allocated for the Economic Development Director & Destination Marketing Coordinator position. A meeting will also be held in the future to review and amend if needed the work plan.

5.3. Successful applicants to obtain goods and services locally: Don brought this item forward and stated going forward he'd like to see more of a focus on having successful grant applicants use locally provided goods and services were available. This was agreed to and the grant application will be updated to reflect this for future applicants.

5.4. Travel voucher: Crystal asked for a resolution to support the travel request the Economic Development Director & Destination Marketing Coordinator had submitted for an upcoming work trip.

RESOLUTION: Be it resolved the Destination Marketing Committee approve the Economic Development Director & Destination Marketing Coordinator's travel to the Indigenous Tourism Summit through Travel Manitoba on May 30 and 31 in the amount of \$735.48. Moved by Crystal, seconded by Darcie, six in favor, one opposed, and carried.

5.5 McKim: It was stated the McKim place branding people will be in The Pas on June 4th and the Economic Development Director & Destination Marketing Coordinator will be meeting with them.

6. Next meeting date: A work meeting is scheduled for June 13th, 12:00 p.m. at the Visitor Information Centre. The next board meeting date has not been set.

7. Adjournment: The meeting was adjourned at 12:53 p.m. Moved by Darcie, seconded by Don.